

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application.

#### **Listing of the Claims**

Please cancel Claims 35-38, 43-46 and 49-54 without prejudice.

1. (Withdrawn) A system for making a customized brewed beverage product comprising one or more of the following steps, in any order:
  - a) delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
  - b) delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract; and
  - c) delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
2. (Withdrawn) A system according to Claim 1 for making a customized brewed beverage product by performing one or more of steps a), b), or c) above, in any order, for a minimum period of about 15 minutes after the onset of brewing of the extract.
3. (Withdrawn) A system according to Claim 2 for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a minimum period of about 30 minutes after the onset of brewing of the extract.
4. (Withdrawn) A system for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a maximum period of about 48 hours after the onset of brewing of the extract.
5. (Withdrawn) A system according to Claim 4 for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a maximum period of about 24 hours after the onset of brewing of the extract.
6. (Withdrawn) A system according to Claim 5 for making a customized brewed beverage product performing one or more of steps a), b), or c) above, in any order, for a maximum period of about 12 hours after the onset of brewing of the extract.
7. (Withdrawn) The system of Claim 1 wherein the brewed/water dilution ratios are from zero to about 1:15.

8. (Withdrawn) The system of Claim 4 wherein the brewed/water dilution ratios are from zero to about 1:15.
9. (Withdrawn) The system of Claim 1 wherein the brewed beverage is a coffee beverage and the coffee extract has a brew solids of less than about 10%.
10. (Withdrawn) The system of Claim 9 wherein the coffee extract has a brew solids of less than about 5%.
11. (Withdrawn) The system of Claim 10 wherein the coffee extract has a brew solids of less than about 4%.
12. (Withdrawn) The system of Claim 11 wherein the coffee extract has a brew solids of less than about 3.5%.
13. (Withdrawn) The system of Claim 4 wherein the brewed beverage is a coffee beverage and coffee extract has a minimum brew solids of greater than about 1.2%.
14. (Withdrawn) The system of Claim 13 wherein the coffee extract has a minimum brew solids of greater than about 1.5%.
15. (Withdrawn) The system of Claim 14 wherein the coffee extract has a minimum brew solids of greater than about 2.0%.
16. (Currently Amended) A method for delivering an individually customized beverage product to an individual consumer, said method comprising the steps of:
  - a) a customization interface (consumer interface) obtaining ~~information regarding said consumer's preferences~~ consumer preference data;
  - b) said customization interface processes said ~~information~~ consumer preference data;
  - c) said customization interface communicates with a beverage delivery system;
  - d) said beverage delivery system delivers an individually customized beverage, based upon the ~~information~~ consumer preference data processed by the customization interface, wherein the beverage delivery system performs one or more of the following steps, in any order:
    - 1) customizing the dilution of the beverage extract based upon the consumer preference data, and delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
    - 2) customizing the mixing of the beverage extract based upon the consumer preference data, and delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;and

- 3) customizing the filtering of the beverage extract based upon an individual consumer's preferences, and delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
17. (Currently Amended) A method for delivering an individually customized beverage product to an individual consumer, said method comprising the steps of:
- a) a customization interface (consumer interface) obtaining ~~information~~ consumer preference data regarding said consumer's preferences;
  - b) said customization interface processes said ~~information~~ consumer preference data;
  - c) said customization interface communicates with the consumer to provide an individually customized recommendation to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system;
- wherein the beverage delivery system performs one or more of the following steps, in any order:
- 1) customizing the dilution of the beverage extract based upon the consumer preference data, and delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
  - 2) customizing the mixing of the beverage extract based upon the consumer preference data, and delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
  - 3) customizing the filtering of the beverage extract based upon the consumer preference data, and delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
18. (Original) The method of claim 17 wherein the consumer inputs said recommendation to the beverage delivery system.
19. (Original) The method of claim 17 wherein a customized beverage is delivered by the beverage delivery system.
20. (Currently Amended) A method for delivering an individually customized beverage product to an individual consumer, said method comprising the steps of:
- a) a customization interface (consumer interface) obtaining ~~information~~ consumer preference data regarding said consumer's preferences;
  - b) said customization interface processes said ~~information~~ consumer preference data;

- c) said customization interface communicates with the consumer to provide an individually customized selection identification to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system wherein the beverage delivery system performs one or more of the following steps, in any order:
    - 1) customizing the dilution of the beverage extract based upon the consumer preference data, and delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
    - 2) customizing the mixing of the beverage extract based upon the consumer preference data, and delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
    - 3) customizing the filtering of the beverage extract based upon the consumer preference data, and delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
21. (Original) The method of claim 20 wherein the consumer inputs said identification to the beverage delivery system.
22. (Original) The method of claim 21 wherein a customized beverage is delivered by the beverage delivery system.
23. (Currently Amended) A method for delivering an individually customized information related to beverage product options to an individual consumer, said method comprising the steps of:
- a) a customization interface (consumer interface) obtaining ~~information~~ consumer preference data regarding said consumer's preferences;
  - b) said customization interface processes said ~~information~~ consumer preference data;
  - c) said customization interface provides customization information to the individual consumer;
- wherein the beverage delivery system performs one or more of the following steps, in any order:
- 1) customizing the dilution of the beverage extract based upon the consumer preference data, and delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;

- 2) customizing the mixing of the beverage extract based upon the consumer preference data, and delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
  - 3) customizing the filtering of the beverage extract based upon the consumer preference data, and delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
24. (Currently Amended) A method for delivering an individually customized recommendation for beverage product options to an individual consumer, said method comprising the steps of:
- a) a customization interface (consumer interface) obtaining ~~information~~ consumer preference data regarding said consumer's preferences;
  - b) said customization interface processes said ~~information~~ consumer preference data;
  - c) said customization interface delivers the individually customized recommendation to the consumer to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system
- wherein the beverage delivery system performs one or more of the following steps, in any order:
- 1) customizing the dilution of the beverage extract based upon the consumer preference data, and delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
  - 2) customizing the mixing of the beverage extract based upon the consumer preference data, and delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
  - 3) customizing the filtering of the beverage extract based upon the consumer preference data, and delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.
25. (Original) The method of claim 24 wherein the consumer inputs said recommendation to the beverage supply system.
26. (Original) The method of claim 25 wherein a customized beverage is delivered by the beverage supply system.
27. (Currently Amended) A method for delivering an individually customized selection identification regarding beverage product options to an individual consumer, said method comprising the steps of:

- a) a customization interface (consumer interface) obtaining ~~information~~ customer preference data regarding said consumer's preferences;
- b) said customization interface processes said ~~information~~ customer preference data;
- c) said customization interface communicates with the consumer to provide an individually customized selection identification to be utilized by the consumer in selecting a suitable beverage option from the beverage delivery system;

wherein the beverage delivery system performs one or more of the following steps, in any order:

- 1) customizing the dilution of the beverage extract based upon the consumer preference data, and delaying the dilution of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 2) customizing the mixing of the beverage extract based upon the consumer preference data, and delaying the mixing of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract;
- 3) customizing the filtering of the beverage extract based upon the consumer preference data, and delaying the filtering of the beverage extract for a minimum period of about 5 minutes after the onset of brewing of the extract.

- 28. (Original) The method of claim 27 wherein the consumer inputs said identification to the beverage delivery system.
- 29. (Original) The method of claim 28 wherein a customized beverage is delivered by the beverage delivery system.
- 30. (Original) The method of claim 27 wherein the consumer is given an identification mechanism for future use with a beverage delivery system.
- 31. (Original) The method of Claim 16 wherein the customization interface utilizes a Global Assimilation Customization Systems.
- 32. (Original) The method of Claim 23 wherein the customization interface utilizes a Global Assimilation Customization Systems.
- 33. (Original) The method of Claim 24 wherein the customization interface utilizes a Global Assimilation Customization Systems.
- 34. (Original) The method of Claim 27 wherein the customization interface utilizes a Global Assimilation Customization Systems.

Claims 35 - 38 Canceled.

39. (Withdrawn) An interactive system for delivering a customized beverage product to a consumer comprising:
- a) a user interface;
  - b) a customization director in communication with a customization data store and the user interface, wherein the customization director comprises executable instructions for determining a user's customized formulation; and
  - c) a beverage delivery system in communication with the customization director comprising executable instructions for delivering a customized beverage product.
40. (Withdrawn) The system of claim 39, wherein the customization director comprises executable instructions for delivering a customized beverage product which originates from a brewed concentrate extract.
41. (Withdrawn) A computer-readable medium containing instructions for controlling a beverage delivery system to produce a customized beverage product, comprising the steps of:
- a) obtaining consumer preference data;
  - b) determining a consumer beverage formulation corresponding to the consumer preference data; and
  - c) providing the consumer a customized beverage corresponding to the consumer beverage formulation.
42. (Withdrawn) A program product comprising a signal bearing medium embodying a program of machine-readable instructions executable by a digital processing apparatus to perform the steps of claim 41.

Claims 43 - 46 Canceled.

47. (Withdrawn) An interactive system for making recommendations to a consumer in a retail environment regarding a customized beverage product comprising:
- a) a user interface;
  - b) a customization director in communication with a customization data store and the user interface, wherein the customization director comprises executable instructions for determining a user's customized formulation.
48. (Withdrawn) An interactive system according to claim 47 which additionally comprises a beverage delivery system in communication with the customization director comprising executable instructions for delivering a customized beverage product.

Claims 49 - 56 Canceled.